

## REMARKS/ARGUMENTS

### In the Claims:

Based on the foregoing amendments, claims 1-5, 8-10, 12-14, 16-20 remain pending in the present application.

In the Examiner's advisory action, Examiner stated claim 21 recited new matter. Claim 21, and all claims depending therefrom, have been canceled. Applicant therefore respectfully requests the Examiner to consider the claims as discussed in the interview conducted on July 13, 2006. As a result of the interview, the Examiner suggested amending the independent claims to recite limitations to the structure of the releasably retaining means of the disposable water cartridge (for example, as recited in dependent claims 6 and 7). This retaining mechanism releasably retains the inlet connector (e.g., the pivotable element) directly to the water filter cartridge which allows the disposable water filter cartridge to be attached to the water pipe coming out of the shower wall. Farley, on the other hand, teaches a water filter assembly, where the disposable water filter cartridge is loosely held within the outer body without any means for connecting the cartridge to the inlet connector and wall pipe. The location of the mechanical attachment in the present invention is important as it secures the water filter cartridge to the pipe in the wall even when the body of the filter is removed or opened (the cartridge will not fall out and hurt the user in the shower). See In re Chu, 66 F.3d 292, 298 (Fed. Cir. 1005) (finding that placing the catalyst within the bag retainer was

not a matter of design choice in view of the prior art which taught the situating of the catalyst between two filter bags).

Independent claim 1 has been amended to include the limitations of dependent claims 6 and 7. More particularly, claim 1 now recites limitations to a disposable water filter cartridge having "flexible side portions" for releasably retaining the pivotable element for connecting the filter cartridge to the wall pipe.

Independent claim 14 has similarly been amended to include "flexible flanges" for releasably retaining the pivotable element for connecting the filter cartridge to the wall pipe. (The "flexible flanges" were originally in dependent claim 15, now canceled by the foregoing amendment.)

Based on the foregoing amendments, the Patent Owner respectfully requests the U.S. Patent Office to confirm all of the claims as presently amended. None of the cited references teach or suggest the invention as claimed. The present invention provides a unique disposable water filter cartridge, housed within a body portion, and configured with a retaining means, such as flexible flanges, that releasably retains a pivotal element directly on the filter cartridge. This retaining means allows the filter cartridge to be connected and held to the water pipe coming out of the shower wall. As claimed, the present invention provides a substantial improvement over the prior art by providing a safer filter having a water filter cartridge that will not fall out and harm the user during replacement. Therefore, the Applicant submits that there are material differences between the teachings of the cited references and the subject matter of the pending claims. As such, the Applicant respectfully submits that a prima facie case of

obviousness cannot be established based on Farley, alone or in combination with Amdahl or Fienhold et al.

Therefore, the Applicant respectfully submits that the present application is now in condition for allowance, and entry of the present amendment and allowance of the application as amended is earnestly requested.

Respectfully submitted,

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By: /James L. Kwak/  
James L. Kwak  
Registration No. 41,133  
Standley Law Group LLP  
495 Metro Place South  
Suite 210  
Dublin, Ohio 43017-5319  
Telephone: (614) 792-5555  
Facsimile: (614) 792-5536  
E-mail: jkwak@standleyllp.com